Rochester is a City that cares. Where all people are treated with dignity and respect. Where residents, employees, and visitors enjoy a high quality of life. Where business and industry thrive, and where the land and environment are renewed and sustained for the benefit of all. It is a welcoming and diverse community.

Renowned for its reputation as a center for growth and innovation.

Characterized by its safe and friendly neighborhoods.

Committed to health and wellness for its people.

Connected both physically and socially.

Dedicated to the sustainable and responsible use of public resources.

Organizational Vision

City

Vision

A vibrant, compassionate, innovative team.

Foundational Principles

- Environmental Stewardship
 - Fiscal Responsibility & Sustainability
- Public Safety
- Social Equity
- Compassion

Strategic Priorities

- Affordable Living
- Economic Vibrancy and Growth Management
- Quality Services

Action Plan

Action Plans will be developed to identify goals, actions, and performance indicators that help advance priorities.

Strategic Priority: Affordable Living

Areas of Focus

- Housing variety and affordability
- Transportation options and access
- Equitable regulatory landscape and creative incentives
- Access to opportunities and amenities
- · Owner-occupied affordable housing
- Increasing ownership opportunities for Black, Indigenous, People of Color, and Seniors

Strategic Priority: Economic Vibrancy and Growth Management

Areas of Focus

- Create clarity, alignment, and unity with economic development partners in defining City leadership and community values
- Establish competitive and sustainable approach to effectively allocate DMC resources, Legislative allocations, and City revenue
- Develop implementation tools and strategies for Comprehensive Plan to ensure current decisions reflect future projections
- Adopt design guidelines that better reflect Council and community values

Strategic Priority: Quality Services

Areas of Focus

- Cultural and recreational opportunities that provide access and equity
- The organization and services reflect changing demographics and needs identified by the community
- Operations are sustainable, integrated, and easy to navigate
- Service delivery is optimized, cost effective, and reflect our Foundational Principles

In order to achieve these priorities, the Council has committed to a legislative and process structure that emphasizes **Strategic Governance and Inclusive Decision-Making**:

- Service delivery models consider partnerships where City is not always the leader
- Decision-making is informed by citywide communication and engagement strategy with Diversity/Equity/Inclusion (DEI) at the forefront
- Teammates create action plans/annual commitments aligned with Foundational Principles and Strategic Priorities
- Policy and operational actions reflect equitable community investment